

Walzem Road Area Business District

Strategic Revitalization Plan

Windcrest Economic Development Corporation

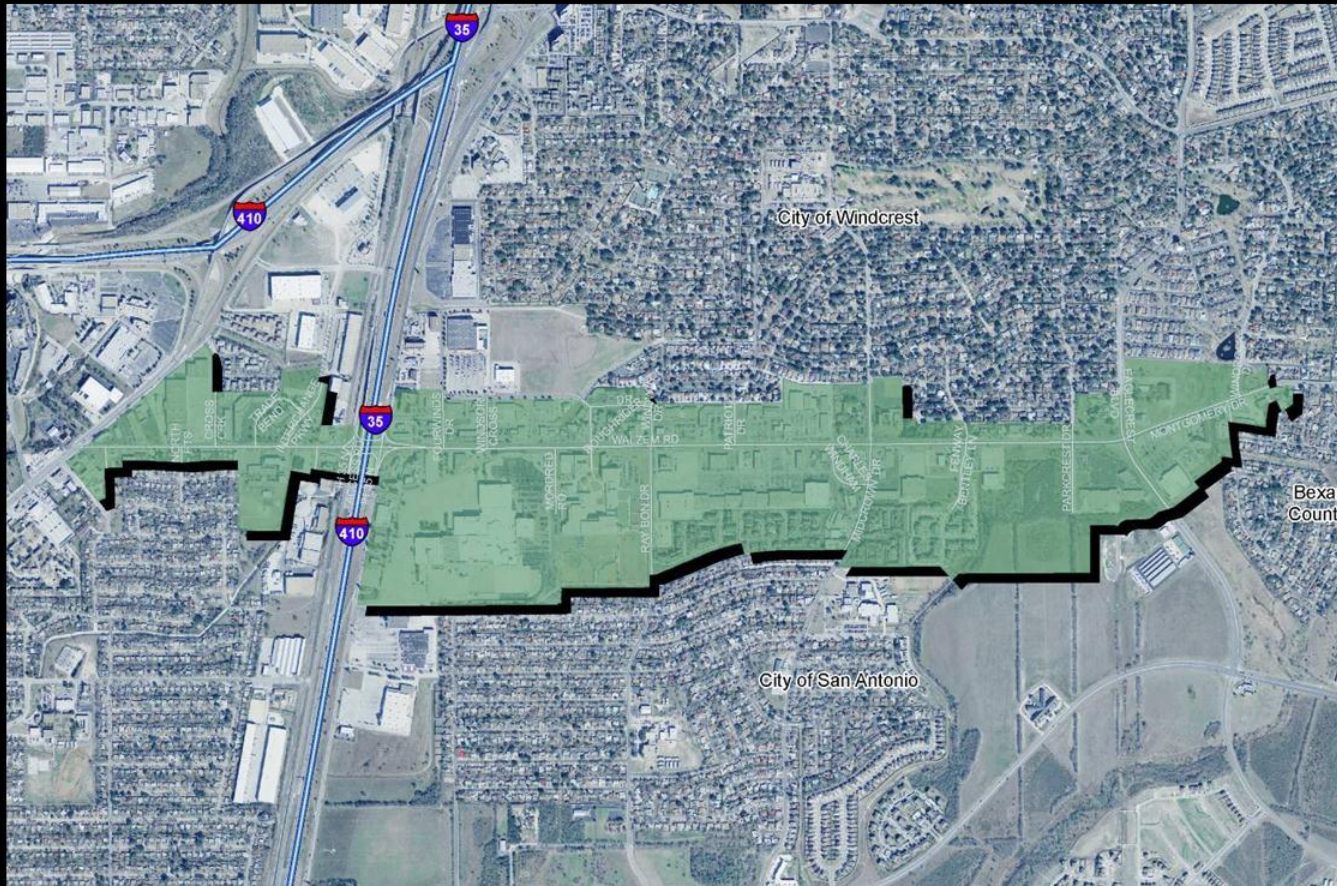
May 17, 2012

at-a-glance

- The Walzem Business District Plan includes an analysis of existing conditions as well as specific strategies designed to advance the community's vision
- The Walzem Business District Plan was developed through a community-based process that involved a diverse stakeholder group.
- The framework relies on a four point approach to redevelopment that includes organization/ outreach, business development, marketing, and development/ design initiatives.
- Walzem Road Area Revitalization (WRAR), a local nonprofit organization, will provide the oversight needed to implement this revitalization plan through their Walzem Road Area Business District initiative.



plan area



North and south
sides of Walzem
Road from Austin
Hwy to Eagle Crest

Includes multiple
jurisdictions



Vision

A safe, family-oriented and military friendly destination with a distinctive sense of place. A trendy, prosperous, and vibrant “Tech Town” with a mix of uses, strong neighborhoods and businesses, and active areas for biking and pedestrians.



timeline

Oct 2010	San Antonio City Council provides assistance to WRAR
Dec 2010	WRAR launches business district initiative
Jan 2011	<i>Issues and Solutions</i> community workshop
Feb 2011	Focus group meetings
Apr 2011	<i>Image & Design</i> community workshop
May/ Jun 2011	Planning team meetings
Jul 2011	<i>Identifying Partners</i> community workshop
Aug/ Sep 2011	Final document prepared
Oct 2011	WRAR adopts plan
Feb 2012	City of San Antonio adoption



- Direct Mail
- E-newsletter
- Press Releases
- Block Walking
- Signs
- Community Calendars
- Website (walzem.net)
- Neighborhood Associations
- Survey



Walzem Business District Update

May 2011

Upcoming Events

Business Owners Needed!

Business and Public Agency Representatives are still needed for the Planning Team! The team will meet for 1 hour a week for 4 weeks beginning on Thursday, May 12.

Please contact Michael Taylor by [email](#) or phone at 207-0145 if you are interested in being a part of the planning team.

Image & Design Workshop a Success!

Thanks to all who attended the Image & Design Community Workshop on Saturday, April 9 at the Windcrest United Methodist Church Community Hall.

After a brief presentation, workshop participants began a series of group activities that dealt with different aspects of image and design. First, the groups were asked to come up with a tagline that could become part of the branding strategy for the new Walzem Road Area Business District. Next the groups were asked to identify key gateways into the Business District and key common areas within the district. The groups also discussed how these gateways should look and what types of activities (farmers market, neighborhood meetings, etc) should occur at the key common areas. Finally, the groups were asked to identify the type of design that is most appropriate for new commercial buildings along Walzem Road. The groups identified preferences for design elements including building orientation, building materials, landscaping, lighting, and signage.

Thanks to everyone who took a break from Fiesta to spend a few hours with us! Stay tuned for information on the next community meeting.



Breakout Group from the April 29 Community Meeting

Vote for Your Favorite WRABD Tagline!

During the Image & Design Community Workshop held on April 9th, the work groups were asked to come up with a tagline that could become part of the branding strategy for the new Walzem Road Area Business District. A tagline is a short phrase that conveys the values and physical characteristics that make the Walzem Road Area unique and desirable. These are some of the taglines that the groups developed. Vote for your favorite tagline by clicking [here](#). Voting closes on Sunday, May 15.

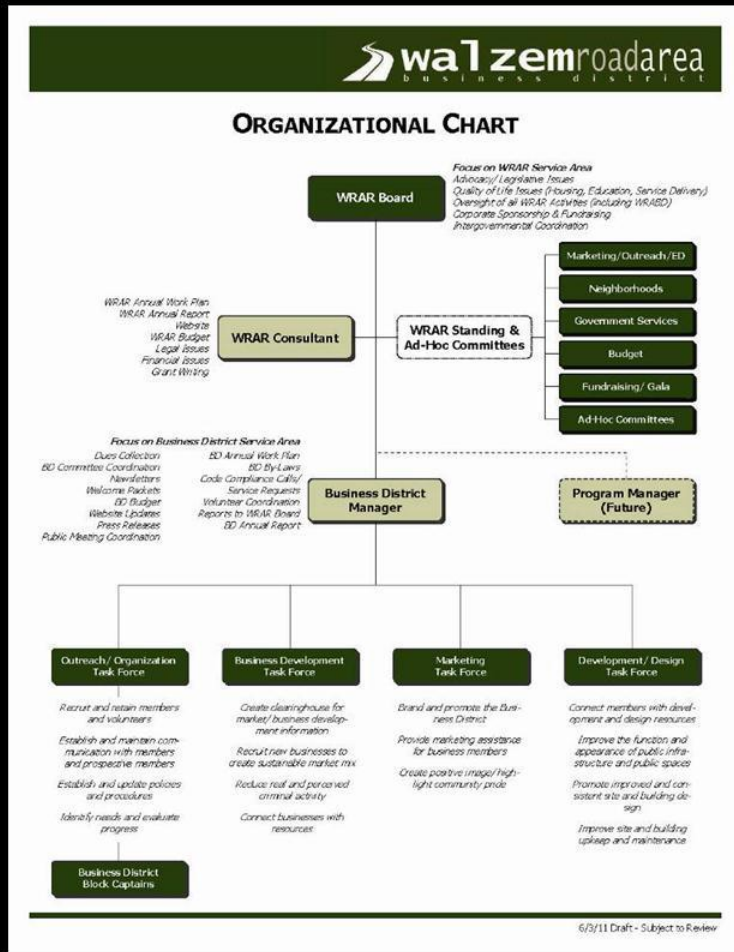
- We are Walzem: Diverse, United, 21st Century
- Gateway to the Northeast
- Walzem Boulevard: Gateway to Technology
- Walzem: Gateway to the Future
- We're in the Middle of it All
- Work, Play, Dine with Us

WRAR Board Members

Mario Llano, *Chair*
 Terri Williams, *Vice Chair*
 Janice Gray, *Treasurer*
 Gerry Schmoker
 Diane Cox
 Jesus Olivares
 Audrey Cavazos
 Frank Dunn
 Marlene Martin
 Maria Reyna
 Surcie Thompson
 Kara Hill, *Consultant*
 Michael Taylor, *Project Support - City of San Antonio*



business district organizational structure



- wrar board will provide oversight and policy direction for this initiative
- business district will consist of district manager, 4 task forces, block captains, and general members
- community participation will be vital



action items

D-2.2: Advocate for funding for business district infrastructure projects

- » Monitor Capital Improvement Plan (CIP) and bond proposal input cycles for San Antonio, Windcrest, and Bexar County and advocate for the inclusion of infrastructure projects identified on the infrastructure inventory (see 2.1)
- » Provide input on design to ensure consistency for projects funded by different jurisdictions
- » Request that members submit letters of support for infrastructure projects
- » Prepare formal letter of support for infrastructure projects to be submitted through the WRAR Board

	Y1	Y2	Y3	Y4	Y5
Timeline:	■	□	□	□	□
Partners:					
Impact:	High				
Cost:	Low				



Gateways can be constructed at key entry points to the Business District to draw attention, convey an image, and become part of the branding strategy.

D-2.3: Investigate the use of Tax Increment Financing (TIF), special assessments, and other financing tools to pay for infrastructure improvements

- » Work to secure multi-jurisdictional participation in financing arrangements
- » Provide recommendation

	Y1	Y2	Y3	Y4	Y5
Timeline:	■	□	□	□	□
Partners:					
Impact:	High				
Cost:	Low				

D-2.4: Build gateways at locations identified by community stakeholders

- » Build gateways at key entry points to draw attention, convey an image, and become part of the branding strategy for the business district
- » Use unique art installation or other treatment under the I-35 overpass to physically and visually connect the east and west sides of the district
- » Obtain permission from property owner/ city/ TxDOT to construct gateway
- » Raise funds for gateway construction (grants, donations, fundraising events)
- » Partner with Roosevelt HS students to develop gateway design and hire contractor to develop installation plan. Submit designs to general membership for voting
- » Incorporate patriotism and other business district shared values into design
- » See appendix for map of preferred gateway locations and design elements

	Y1	Y2	Y3	Y4	Y5
Timeline:	■	□	□	□	□
Partners:					
Impact:	High				
Cost:	Low				

Each task force has 3-4 core functions and programmed action items for years 1-5. 1st year action items recognize the limited capacity of the organization and are low cost, high impact, high visibility.

organization/ outreach core functions

O-1: Recruit and retain business district members and volunteers (7 action items)

O-2: Establish and maintain communication with business district members and prospective members (8 action items)

O-3: Establish and maintain business district policies and procedures (4 action items)

O-4: Identify business district needs and evaluate progress (5 action items)



business development core functions

- B-1: Create clearinghouse for market/ business development information (5 action items)
- B-2: Recruit new businesses to create sustainable market mix (7 action items)
- B-3: Reduce real and perceived criminal activity (6 action items)
- B-4: Support existing businesses by connecting them with resources (6 action items)



marketing core functions

M-1: Brand and promote the Business District (12 action items)

M-2: Provide marketing assistance for business members (11 action items)

M-3: Create positive image/ highlight community pride (5 action items)



development/ design core functions

- D-1: Connect members with development and design resources (8 action items)
- D-2: Improve the function and appearance of public infrastructure and public spaces (9 action items)
- D-3: Promote improved and consistent site and building design (6 action items)
- D-4: Improve site and building upkeep and maintenance (4 action items)



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Review Plan Online at:

<http://www.sanantonio.gov/planning/npud/library.aspx>

